

The Good Food Schema



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This local meat grocery merchandizing “look book” is one of the outputs of an NCGT-sponsored research project from an MBA student team at NC State University’s Poole College of Management.

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Effects of
Compelling
Messaging for
Locally Sourced Meat
Products

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NC GROWING TOGETHER

Connecting Local Foods
to Mainstream Markets



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Introduction

In order to increase sourcing of local meats by grocery retailers, we provided the Center for Environmental Farming Systems (CEFS) with an analysis of consumer purchasing behavior in regards to protein categories. Specifically, we researched the impact that exposure to local meat cues can have on the purchase of other grocery products, and learned that high income shoppers spent 8% more at the checkout counter when local meat was available. Both high and middle income shoppers thought that a store that stocked local meat was cleaner, had a better decor, and had more knowledgeable staff. This lookbook provides recommendations on how to effectively market local meats within grocery environments to positively impact more profitable consumer purchasing behaviors.

The Definition of Local

The term "local" has been a popular buzzword in grocery stores and retailers around the world. However, much ambiguity attends this descriptive term, as no definition has been universally agreed upon. As such, consumers and retailers have allocated a variety of definitions or geographic distances that pertain to foods deemed "local". For example, one study found that over 70% of the survey population considered a 50-mile radius as "local", while a 300-mile radius was more likely considered as "regional" Onozaka et. al. (2009). Meanwhile, a 2008 survey found that half of consumers surveyed described "local" as "made or produced within a hundred miles" (of their homes), while another 37% described "local" as "made or produced in my state" Onozaka et. al. (2009). According to the definition adopted by the U.S. Congress in the 2008 Food, Conservation, and Energy Act (2008 Farm Act), the total distance that a product can be transported and still be considered a "locally or regionally produced agricultural food product" is less than 400 miles from its origin, or within the State in which it is produced Onozaka et. al. (2009).

[150 Miles = Local
300 Miles = Regional]

By defining local as "150-miles" and regional as "300-miles" within the point of reference (grocery store chain), consumers can grasp a tangible understanding of the distance their foods traveled before arriving to market. This geographical mapping helps signify freshness and quality aspects of the various products. Additionally, for the state of North Carolina, these specific geographic distances allow nearly all of the state products to be considered "local foods," indicating the support of local and state economies.

Magnificent Merchandising

The application of visual cues highly influences consumers' decisions to buy local meat products.



Product Placement provides a grocery store with an innovative opportunity to distinguish itself from its competition and to attract more grocery shoppers. Extrinsic cues that elicit feelings of wholesomeness, quality and value positively contribute to a shopper's product perception and purchasing behavior.

An impression of fresh cues not only informs the consumers about the origins of the meat, but also generates a feeling of "local", "fresh", "quality" that increases consumers likelihood to purchase the meat. Since shopping decisions are made quickly, on average in 20 seconds, it is important that the product placement use messages that are subtle but impactful.



Product messaging is a very powerful tool that the grocery store can utilize to not only generate positive emotions about the store among its customers, but also persuade them to shop more frequently at the store. Multiple researches (Thilmany et.al, 2008; Grunert et.al & Roininen et.al, 2006; Maynard et.al, 2003) have indicated that messages such as "humanely raised", "no hormones", "anti-biotic free", "locally produced", etc develop positive emotions about the store. Consumers perceive the store to be more farmer friendly, more supportive of the local economy and environmentally friendly. Such messaging has also led to an increase in consumers' willingness to pay a 20-50% premium on locally produced meat such as beef, steak, and sausage.



CIC Researchers found that the availability and premium cueing of local leads to higher sales in complimentary product categories such as fruits and vegetables, breads, wines, and deserts, as well as unrelated daily household items like papertowels and toilet paper.



This Wall of Farmer Fame features the meat farmers who provided the products stocked in the meat counter.

Meet Our Local Farmers Henry & Nina Poore



Where: Granville County, NC
Our Products: Angus Beef
Fun Fact: We have 13 grandchildren!



This placard could be displayed at the meat counter displaying the products that come from

Example of regional food:



Origin Attributes

Due to recent foodborne illness crises, consumers have become hyper-aware of the origin of their food. They attribute value, quality, and perceived safety to certain origins more than to others. Dekhili et. al looked at the difference between promoting region of origin and country of origin. Their findings verified that some countries have product- specific associations like wine or cheese. These identifiers give consumers an evaluation process and can help them differentiate between products quickly and easily.

Or-i-gin
Noun

The point in which something begins, arises, or is derived.

Region of origin can also be used as a quality cue and helps in the cognitive process of consumer decision making. However, region cues can also help differentiate products from both foreign and domestic competitors. Two conditions that are necessary when using both region and country origins: a significant portion of the target market must be aware of the regions and the associations must be relatable and relevant (Dekhili et. al., 2011).

Convenience of Location

Separation of Sustainable;

Create an exclusive section with inviting
ambiance for locally sourced meats and
utilize effective collateral to educate
consumers on origin, production and
locality of meats.

*"Purchasing decisions
may...be influenced by
multiple cues at a single
point in time"-Bava,
(date).*





Optimal Obstacles:

Make topography of the grocery store multidimensional. Use signs that pop and stands that interrupt the walkway.

*Shelf
Curations*



Specialized Sections:

Combining various local and sustainable products in one section of the store may encourage consumers to bundle local purchases as well.

Custom Cases





Motivation

Establishing Trust:

Builds a level of trust between consumers and grocers, preventing consumers from becoming overly aware of various promotional and marketing tactics. Graphics like the one shown to the left explain why the price of local meat is higher. By combining this graphic with a picture of a specific farmer, grocers create cost transparency for the consumers.

Ability

Social Media Campaign:

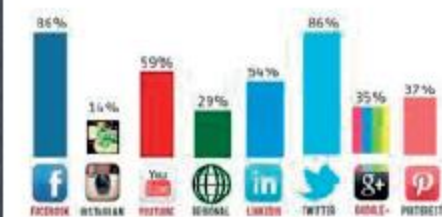
Hashtags of #boughtlocal could be placed on Instagram, Facebook or Twitter. A monthly promotion might encourage customers to snap a picture of a meal they prepared using local produce and meat. This would help incentivize buyers to continue buying local as well as create an "elite group" of buyers that others would want join.

Trigger

Incentives:

Millennials are known for using an abundance of social media platforms and this would be an easy channel to reach them on. By creating a social media campaign one can then also trigger responses and habitual buying through the use of prizes. For example the person who has the most "likes" on instagram with the specific hashtag toward local meats might win a \$50 gift card. Also, providing a farmer/grower postcard or newsletter highlighting details about the farm could be beneficial in prompting consumers to come buy their food. Lastly, keeping up with and communicating how much money is going back to local farmers from the different grocery retailers would help trigger consumers to continue buying local.

What platforms are brands using?



Cultural Campaign

Identification of drivers that persuade a customer to try a new product can be difficult. The creation of a marketing campaign can help manipulate drivers to create a positive impact on consumers, leading them to purchase a new product. One way to create habitual buying would be through the Fogg Behavior Model (FBM) factors of motivation:

Motivation, Ability, Triggers

Millennials are a great target consumer base for locally based meats based on the following consumption attitudes and behaviors: loyalty and awareness. Millennials tend to be brand loyal if they sense authenticity and if they can relate to the company story. The "Cause Branding" phenomenon can be seen in companies like Toms or Altar'd States. These companies provide awareness about certain cultural issues and offer the chance to commit a philanthropic act through the consumption of goods.



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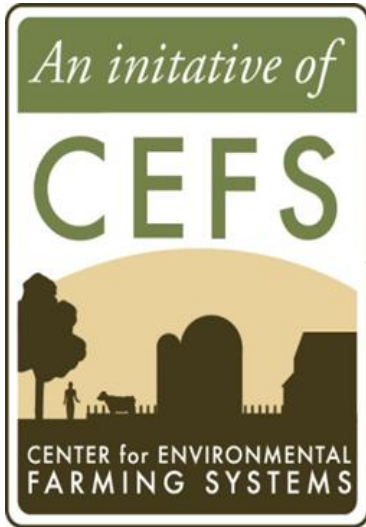
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